NAEB

TWELFTH ANNUAL MEETING

SCHOOL BROADCAST CONFERENCE

PROGRAM

All members of the Conference are asked to register at the Registration Desk on the North Mezzanine, Hotel Sherman. Ushers will ask for Registration Card at the entrance to all meetings.

October 13, 14, 15

HOTEL SHERMAN

Chicago

1948

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PROGRAM

WEDNESDAY • OCTOBER 13

8:30 a.m. REGISTRATION AND OPENING OF NEW EQUIPMENT EXHIBIT

(North Mezzanine and Main Exhibition Hall)

10:00 a.m. OPENING OF THE TWELFTH ANNUAL MEETING

(Bal Tabarin) Elevators in Main Exhibit Hall give direct service to Bal Tabarin

10:15 a.m. RADIO—A CHALLENGE TO EDUCATION

(Bal Tabarin)

Chairman: Armand L. Hunter, Chairman, Department of Radio, Speech, Theatre—Temple University, Philadelphia

Speakers—

Belmont Farley—Director, Office of Press and Radio Relations, National Education Association

Richard Hull—President, National Association of Educational Broadcasters and Director, Station WOI, Iowa State College

William B. Levenson—Immediate Past President, Association for Education by Radio and Assistant Superintendent, Cleveland Public Schools

I. Keith Tyler—Director, Institute for Education by Radio and Coordinator of Radio, Ohio State University

Mr. Hunter will lead a panel discussion and audience participation following the speakers

12:00 noon LUNCHEON (By Invitation)—Rockefeller Foundation and General Education Board Fellows

(Room 118)

2:00 p.m. WORK STUDY GROUPS

(A) INSTRUCTIONAL MEETING FOR HIGH SCHOOL AND ELEMENTARY SCHOOL RADIO CHAIRMAN

(Bal Tabarin)

Chairman: Edwin F. Helman, Director of Radio, Station WBOE, Cleveland Public Schools

Panel Participants—

William E. Ladd—Associate Director, Radio Programs, University of Washington

Clara E. Starr—Supervisor of Music, Music Education Department, Detroit Public Schools

Henrietta Brazeau—Director of Radio, Pawtucket Public Schools

Hugh C. Proctor—Director, Radio Visual Education, State Department of Education, Austin, Texas

Discussion and audience participation will follow the panel.

(B) WRITING THE EDUCATIONAL RADIO PROGRAM

(Parlor "O")

Chairman: William D. Boutwell—Assistant to the Publisher, Scholastic Magazines, New York City

Panel Participants—

Ruth Moore—Director of Radio, Chicago Community Fund and Free Lance Radio Writer

Jerry Walker—Writer-Producer, Station WBBM-CBS.

Robert M. Guilbert—Manager, Continuity Acceptance Department, Central Division, National Broadcasting Company

Josephine D'Onofrio—Radio Assistant, School and Community Relations, Board of Education, Philadelphia

Betty Girling—Director, Minnesota School of the Air, Station KUOM, University of Minnesota, Minneapolis

Discussion and audience participation will follow the panel

(C) CLASSROOM DEMONSTRATION OF THE USE OF RADIO

(Club Room)

Chairman: Madeline S. Long—Consultant in Radio Education, Minneapolis Public Schools

Program: "Climbing the Ladder," a program in the series, HAPPY WORDS AND CAREFREE MUSIC, presented by the Radio Council of the Chicago Public Schools for use in the lower elementary grades. David Nyvall, Jr., Narrator

Class and Teacher: Dina Rosi—Curtis Elementary School, Chicago

Panel Participants—

Margaret Melville—President, Chicago Kindergarten-Primary Association

Cecile Creed, Educational Consultant, The Standard Hour and School Broadcast, San Francisco

Ellen Olson—Consultant in Education, Chicago Teachers College

Marguerite L. Flershem—Principal, Brenan Elementary School, Chicago

Eleanor Judge — Kindergarten Teacher, Seward Elementary School, Chicago

Discussion and audience participation will follow the panel

(D) THE CLASSROOM USE OF TRANSCRIPTIONS

(West Room)

Chairman: Gertrude L. Broderick—Radio Specialist, United States Office of Education, and Secretary, Federal Radio Education Committee

Demonstration: A Broadcast from Phoenix, Arizona, one in the series LET'S GO PLACES, produced by WLS-Schooltime and "Waterless Mountain," a program in the BOOK BOX series, produced by WLS-Schooltime.

Class and Teacher: Edna Harris—Dixon Elementary School, Chicago

Panel Participants—

Josephine Wetzler—Director of Education, WLS-Schooltime

Dilla MacBean—Director of Libraries, Chicago Public Schools

Marjorie Keener—Supervisor of Radio, Akron Public Schools

Mildred Collins—American Junior League Association, New York

Wilouise Donovan—Teacher-Librarian, Goudy Elementary School, Chicago

8:00 p.m. ASSOCIATION FOR EDUCATION BY RADIO and SCHOOL BROADCAST CONFERENCE RECEPTION—OPEN TO ALL REGISTRANTS

(House-on-the-Roof)

"Old-timers" and newcomers to the School Broadcast Conference will have an opportunity to meet and become better acquainted. The SBC is pleased that this year brings so many new school radio administrators. Here is an opportunity to meet informally and discuss mutual problems. Guests should take express elevator to 24th floor, Hotel Sherman, and follow signs.

THURSDAY • OCTOBER 14

10:00 a.m. RADIO AROUND THE WORLD

(Bal Tabarin)

Chairman: Vanett Lawler—Acting Chief, Division of Education, Pan American Union, and Associate Executive Secretary, Music Educators National Conference

Speakers—

"The United States"—Sterling Fisher—Manager, Public Affairs and Education Department, National Broadcasting Company, New York

"France"—Edward Gruskin — Program Director, French Broadcasting System in North America, New York

"England"—Thomas Baird — British Information Service, Chicago

"Occupied Areas"—Richard Condon—Chief of Radio Section, New York Field Office, Civil Affairs Division, Department of Army, New York

"Canada"—O. C. Wilson—Assistant Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation, Toronto

"Australia"—Edmund G. Bonney—Director, Australian News and Information Bureau, New York

"United Nations"—Dorothy Lewis — Coordinator, Women's Broadcasts, United Nations, Lake Success, New York.

"Latin America"—Gabriel Martinez Montes de Oca, Jefe del Departamento de Acción Radioeducativa, Secretaria de Educacion Publica, Mexico, D. F.

Miss Lawler will conduct a panel discussion following the brief talks by the speakers. The audience is invited to participate in the discussion.

10:00 a.m. SPECIAL INSTRUCTIONAL MEETING OF ILLINOIS PARENT-TEACHER RADIO CHAIRMAN—In Cooperation with the Illinois Congress of Parents and Teachers

(Louis XVI Room)

Chairman: Elizabeth E. Marshall—State Radio Chairman, I.C.P.T.

12:00 noon ANNUAL LUNCHEON — SCHOOL BROADCAST CONFERENCE and ASSOCIATION FOR EDUCATION BY RADIO (Reservations $3.50)

(College Inn)

Presiding: Judith Cary Waller—Director of Public Affairs and Education, Central Division, National Broadcasting Company, Chicago

Speaker—

"Current Affairs: A Tool for Dynamic Education" —Clifton Utley—Staff Commentator, National Broadcasting Company

Announcement of Citations in Annual Utilization Competition

Presentation of Annual SBC Award of Merit for Outstanding Service in Educational Radio

Presentation of Awards in the Annual Reduction of Glass Breakage Campaign, Chicago Public Schools

2:00 p.m. RADIO AND FAMILY LIVING—In Cooperation with National Listeners' Councils

(Bal Tabarin)

Chairman: Margaret Stoddard—Honorary President, Cedar Rapids Radio Council, and Editor, "Radio-Council-Aire"

Speakers—

"The Function of Radio in the Family Group"—Manford Kuhn—Professor of Sociology, State University of Iowa

"The Responsibility of the Broadcaster"—Harold B. McCarty—National Chairman for Radio, National Congress of Parents and Teachers and Director, Station WHA, University of Wisconsin

"How Responsible is the Listener for the Radio Programming Served the Family?" — Leslie Spence—Chairman of Education, Wisconsin Better Radio Listening Committee

"Radio and Adult Education: Oklahoma Meets the Problem"—Alice Sowers—Director, Family Life Institute, University of Oklahoma

"Radio Listener Councils Serve the Family"—Mrs. Arch Trawick—Organizer of Radio Council of Middle Tennessee

Discussion and Audience Participation will follow the speakers

2:00 p.m. WORK STUDY GROUPS

(B) PLANNING THE EDUCATIONAL PROGRAM

(Parlor "O")

Chairman: Hazel Kenyon Markel—Director, Public Relations and Public Service, Columbia Broadcasting System, Washington

Panel Participants—

Kenneth G. Bartlett—Director, The Radio Workshop, Syracuse University

Sterling Fisher—Manager, Public Affairs and Education Department, National Broadcasting Company, New York

Sam Serota—Educational Director, WIP and WIP —FM, Philadelphia

J. Cosby Stone—Supervisor, Radio Education, Los Angeles City Schools

Discussion and audience participation will follow the speakers

(C) CLASSROOM DEMONSTRATION OF THE USE OF RADIO

(Club Room)

Chairman: W. E. Sugden—Director, Research and Instructional Materials Division, River Forest Public Schools

Program: A program in the series NATURE WALKS produced by the Radio Council of the Chicago Public Schools for middle elementary grades. Roberts Mann, Chief Naturalist, Cook County Forest Preserves, Narrator

Class and Teacher: Ruth C. Wilson, Burbank Elementary School

Panel Participants—

Edgar C. Bye—Director, New Tools for Learning Bureau, State Teachers College, Montclair, New Jersey

Verne O. Graham—Chairman, Science Curriculum Committee and Principal, Norwood Park Elementary School, Chicago

Worthington A. Gregory—Director of Radio, Sewanhaka High School, Floral Park, New York

Edna T. McMahon—Principal, Bennett Elementary School, Chicago

Discussion and audience participation will follow the panel

(D) WHAT'S NEW IN TRANSCRIBING EQUIPMENT

(Grand Ballroom)

Chairman: E. H. Andresen—Engineer, Radio Council—WBEZ, Chicago Public Schools

Speakers and Demonstrators—

Disc Recording—Leroy W. Bier, Manufacturers Representative, Chicago

Tape Recording—Kenneth Gilbanks, Business Specialties Engineering Company, Chicago

Wire Recording—Frank O. Glaubitz, Magnecord, Inc., Chicago

Questions from the floor may be addressed to these experts

(E) CLASSROOM DEMONSTRATION OF THE USE OF RADIO

(Louis XVI Room)

Chairman: Allen Miller—Director, Rocky Mountain Radio Council, Denver, Colorado

Program: THAT'S NEWS TO ME, one in the series of news commentary programs produced by the Radio Council of the Chicago Public Schools. Paul Taff, Narrator

Class and Teacher: Evelyn Carlson—Counsellor in Education, Chicago Teachers College with class from the Hibbard Elementary School, Chicago

Panel Participants—

John Baker—Director of Public Service, Station WLS, Chicago and WLS—Schooltime Newscaster

George Ferm — Teacher, Montefiore School, Chicago

Jim Hurlbut—Reporter-at-Large, Station WMAQ-NBC, Chicago

Robert C. Schimmel—Radio Coordinator, Public Schools of the City of Boston, Massachusetts

6:00 p.m. EXECUTIVE COMMITTEE MEETING, ASSOCIATION FOR EDUCATION BY RADIO
(AER Suite)

8:00 p.m. DEMONSTRATION OF HIGH SCHOOL RADIO WORKSHOPS
(Bal Tabarin)

Chairman: Eugene S. Foster—Executive Secretary, Empire State School of the Air, Syracuse University

Program: "The Story of a Common Man in the Civil War", a program in the series "Historic Illinois", originally presented by the Illinois State Historical Society over Station WILL, University of Illinois

Cast: Members of the Central Radio Workshop, a student activity of the Radio Council—Station WBEZ, Chicago Public Schools

Direction: Robert R. Miller—Production Head, Radio Council

Panel Members—

Lorayne Palarine—Supervisor of Radio Education, St. Paul

Ruby Yetter—Workshop Director, Steinmetz High School, Chicago

Sherman Lawton—Coordinator of Radio, University of Oklahoma

Jerry Dee—Producer, WBBM-CBS, Chicago

FRIDAY · OCTOBER 15

8:00 a.m. BUSINESS SESSION—RADIO LISTENERS' COUNCILS
(Room 118)

Presiding: Margaret Stoddard—Honorary President, Cedar Rapids Radio Council and Editor, "Radio-Council-Aire"

10:00 a.m. TRENDS IN EDUCATIONAL AND PUBLIC SERVICE BROADCASTING
(Bal Tabarin)

Chairman: Thomas D. Rishworth—Director, Radio House, University of Texas

Speakers—

Sterling Fisher—Manager, Public Affairs and Education Department, National Broadcasting Company, New York

Robert Hudson—Director of Education, Columbia Broadcasting System, New York

Robert White—Director of Public Service, Central Division, American Broadcasting Company, Chicago

Russell R. Porter—Director of Radio, University of Denver

Frederick Hayward—Manager, Station KWSC, Washington State College

Discussion and audience participation will follow the speakers

12:00 noon LUNCHEON — SCHOOL BROADCAST CONFERENCE and ASSOCIATION FOR EDUCATION BY RADIO—Executive and Advisory Committees

(Celtic Corner)

(Reservations $3.50)

2:00 p.m. WORK STUDY GROUPS

(A) THE SIMULATED BROADCAST and THE USE OF RADIO TECHNIQUES IN THE CLASSROOM

(Bal Tabarin)

Chairman: Emmet Morris — Principal, Irving School, Maywood

Demonstration:

Class and teacher—Adele Keen, from Fernwood Elementary School, Chicago
Class and teacher—Isabel Young, from Bell Elementary School, Chicago

Panel Participants—

Samuel L. Nowinson—Principal, Key Elementary School, Chicago

Charles L. Marsh—Principal, Peterson Elementary School, Chicago

Helen L. Quinn—Principal, Prussing Elementary School, Chicago

Mildred M. Duggan—Principal, McKay Elementary School, Chicago

Ella S. Hartman—Station WBOE, Cleveland Public Schools

Discussion and audience participation will follow

(B) THE PRODUCTION AND PRESENTATION OF EDUCATIONAL RADIO PROGRAMS

(Parlor "O")

Chairman: Donley F. Feddersen—Chairman, Department of Radio, Northwestern University

Speaker—

"Problems of Radio Production"—Homer Heck—Production Manager, Central Division, National Broadcasting Company

Panel Participants—

Armand Hunter—Chairman, Department of Radio, Speech, Theatre, Temple University, Philadelphia

Robert R. Miller—Production Head, Radio Council —WBEZ

Lillian Novotny—Counsellor in Education, Chicago Teachers College

Thomas D. Rishworth—Director, Radio House, University of Texas

(C) CLASSROOM DEMONSTRATION OF THE USE OF RADIO

(Grey Room)

Chairman: Ralph W. Steetle—Director, Station WLSU, Louisiana State University

Program: An inter-group relations radio broadcast, "Make Way for Man", written, produced and presented by students of Senn High School, Chicago

Class and Teacher: Marguerite M. Mullin—Smyth Elementary School, Chicago

Panel Participants—

Paul R. Pierce—Acting Director, Inter-cultural Relations and Principal, Wells High School, Chicago

Anna E. McNichols—Principal, Gunsaulus Elementary School, Chicago

Anna Robin—Director, Chicago Brotherhood

Tobie Zion—Director of Radio, Anti-defamation League, Chicago

Russell Babcock—Chairman, Mayor's Commission on Human Relations, Chicago

Henrietta E. Hafeman — Teacher, Senn High School

Discussion and audience participation will follow

4:00 p.m. SEMI-ANNUAL MEMBERSHIP MEETING, ASSOCIATION FOR EDUCATION BY RADIO
(West Room)

8:00 p.m. TELEVISION—THE TEACHERS' NEWEST ASSISTANT
(Bal Tabarin)

Chairman: James Stirton — President, Chicago Television Council and General Manager, Central Division, American Broadcasting Company

Television Film Transcriptions: "COMICS ON PARADE" and "ROSH HASHONAH TRIBUTE" from Station WPIX, New York, through courtesy Edward Stasheff, Director of Education

Panel Participants—

Beulah Zachary—Producer, Station WBKB, Chicago

Elizabeth E. Marshall—National Television Chairman, Association for Education by Radio

Ted Mills—Program Manager, Station WNBQ, National Broadcasting Company, Chicago

Father R. C. Williams—Coordinator of Television, Creighton University, Omaha

James Robertson—Station WTMJ-TV, Milwaukee (Invited)

Discussion and audience participation will follow

THE EXECUTIVE COMMITTEE

GEORGE JENNINGS, Director of the Conference, 228 N. La Salle Street, Chicago 1, Illinois

ELIZABETH E. MARSHALL, Assistant Director, Radio Council, Chicago Public Schools

JUDITH WALLER, Director of Public Service, Central Division, National Broadcasting Company, Chicago

THE PROGRAM COMMITTEE

Dorothy Blackwell, St. Louis Public Schools
Donald Cawelti, Winnetka Public Schools
Franklin Dunham, U. S. Office of Education
Donley Fedderson, Northwestern University
Gertrude Golden, Philadelphia Public Schools
Armand Hunter, Temple University
Edwin Helman, Cleveland Public Schools
Kathleen N. Lardie, Detroit Public Schools
James Macandrew, New York City Schools
Harold B. McCarty, University of Wisconsin
Allen Miller, Rocky Mountain Radio Council
Clarence Morgan, Indiana State Teachers College
James Morris, Oregon State College
William Sener, University of Southern California

The Advisory Committee is made up of radio administrators and educators throughout the nation. The Committee numbers sixty-five and meets twice yearly.

EXHIBITORS

American Film Registry.....Space 9
Associated Program Service.....Space 10
Concord Radio .....Space 8
Ford-Fenske Corporation .....Space 22
Freed Radio Corporation.....Space 29
Institute for Democratic Education.....Space 23
The King Company.....Space 32
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WBBM—Columbia Broadcasting System.....Space 7
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MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

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